

## **Problems of development of halal tourism in Russia**

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### **Abstract**

The paper considers the peculiarities of the development of halal tourism in Russia. It reveals the history, basic requirements, problems and development prospects of the tourism destinations. We used analytical, synthetic, and statistical methods for writing the paper. The potential of the international market of Halal products is growing along with the growth of the Islamic population and the spread of Islamic tradition, and it has great prospects. Therefore, the particular attention was paid to the analysis of the demographic development of the Muslims, which gives reason to talk about high dynamics of population growth in Islamic countries as a whole. The situation with tourists "exchange" between Muslim countries and Russia is unfavorable today. Citizens of Muslim countries are rather passive in terms of international tourism, which complicates the spread of halal-tourism, on the other hand the consumption of this product is growing among the population of non-Muslim countries. Halal industry is relatively recent phenomenon in the Russian Federation, and this determines the fact that the field of knowledge is poorly studied in scientific terms. The conceptual apparatus continues to take shape. Despite the fact that Russia has Muslim regions in its territory, currently the huge potential of halal tourism destinations is just beginning to develop, and its dynamic growth may require long time. The paper highlights largest countries-producers and consumers of such goods. It also considers the issues of Islamic banking. Measures for the development of Islamic economics are analyzed including purposeful activity of the Tatarstan authorities since it is one of the most economically developed regions in Russian. Furthermore, over than half of its population are Muslims.

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### **Keywords**

Halal products market, Halal tourism, Islamic tourism, The Muslim population, The World Tourism Organization, Tourism, Tourists